



AR-2

Home Security Rebate Program

City Council Meeting
December 5, 2017

Public Safety Concerns Identified

- During the past few years, crime rates have increased in Monrovia – and throughout California – at an alarming rate
 - In 2016, Monrovia experienced a 19% increase in Part I Crimes
 - This meant that we had 143 more crime victims in 2016 vs. 2015
- There are many factors contributing to the increased crime rate, including changes to the State criminal justice system through AB 109, Proposition 47, and Proposition 57
- In response these factors, the City helped found the *Taking Back Our Community (TBOC)* coalition, which today has over 30 members
 - We have also partnered with the California Public Safety Partnership on developing a ballot initiative aimed at making common sense changes to improve California's criminal justice system

Additional Response Option Requested By City Council

- In addition to working on the legislative front to address crime increases, the City Council has also directed that staff develop a Home Security Rebate Program
 - The proposed program was initially discussed by the City Council in March 2017 during a discussion related to our TBOC initiative
 - On April 4 2017, Council Member Blackburn requested that the City agendaize for discussion the establishment of a City subsidy for home security systems
 - The City Council discussed general program parameters for a home security system subsidy program on April 18, 2017
 - The City Council provided further direction to staff regarding the program on October 3, 2017, during a Study Session convened about the matter

Home Security Rebate Program Details

- Based on feedback received to date, staff has developed the following parameters for the Home Security Rebate Program
 - Total program budget of \$100,000
 - Program participants must be Monrovia residents to qualify
 - Rebates not to exceed \$500 / applicant for the purchase and / or installation of a home security system / home protection device
 - Qualifying home security systems / products include, but are not limited to, the following:
 - Alarm systems / security cameras
 - Home protection devices
 - Other related products
 - A maximum of 1 rebate per residence will be issued
 - Applicants will be required to submit proof of installation within 60 days of the date of purchase in order to receive the reimbursement

Program Partners Identified

- Staff has also identified home security program partners willing to offer discounted programs for Monrovia residents
 - **Post Alarm**
 - Monrovia residents will be offered a 10% discount on any new home security system installation purchased through Post Alarm
 - All security systems come equipped with Smart Home technology powered by Alarm.com, which enables control of the security system and other smart devices (such as lights, locks, and thermostats) from any smart phone or tablet
 - **Ring**
 - Multiple video doorbell systems are offered through Ring
 - Ring II - \$199 // Ring Pro - \$249 // Installation (if applicable) - \$50
 - Through an established partnership program, Ring is willing to discount their product by \$50

Online Application Process Being Developed

- Staff is currently working to develop a simple and easy to use online application process to make access to Home Security Rebate program easy for interested participants
- If approved, the program should be ready for launch in January 2018

Next Steps

- The following options have been presented for consideration:
 1. Adopt Resolution No. 2017-45, thereby allocating and appropriating \$100,000 for use towards the City's Home Security Rebate Program.
 2. Do not adopt Resolution No. 2017-45 and provide staff with additional direction.



Questions